

**THE EFFECT OF PRICE STRATEGY ON  
CUSTOMERS PERCEPTION FOR BOER GOATS IN  
KOPERASI PERMODALAN MELAYU NEGERI JOHOR  
(KPMNJ)**

**MOHD IZRI BIN YATIMAN**

**2008405606**

Submitted in Partial Fulfillment of the Requirement  
for the Bachelor of Business Administration (Hons.)  
Marketing

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**2011**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, MOHD IZRI BIN YATIMAN (I/C Number: 880416-01-5627)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: .....

Date: .....

## LETTER OF SUBMISSION

APRIL 2011

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka Off Jalan Hang Tuah  
75300 Melaka.

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE EFFECT OF PRICE STRATEGY ON CUSTOMERS PERCEPTION FOR BOER GOATS IN KOPERASI PERMODALAN MELAYU NEGERI JOHOR (KPMNJ)”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

MOHD IZRI BIN YATIMAN  
2008405606  
Bachelor of Business Administration (Hons) Marketing.

## **ABSTRACT**

The purpose of this research is to know the effect of price strategy for Boer Goats in Koperasi Permodalan Melayu Negeri Johor (KPMNJ). KPMNJ have subsidiaries which are KPMNJ Gold Sdn Bhd, Executive Travel & Tours (M) Sdn Bhd, Kayu Utama Sendirian Berhad, KPMJ Holdings Sdn Bhd, KPMJ Khidmat Sdn Bhd, and KPMJ Properties Sdn Bhd. The selling of Boer Goats is under Kayu Utama Sdn Bhd. There are lack of awareness of customers regarding the selling of Boer Goats by KPMNJ. It is due to the price strategy to make the selling. The main objective of this research is to identify the most effect of price strategy to influence the customer perception.

The research is conducted by using non probability sampling and the sampling method is convenience sampling. 50 of respondents will be asking by using questionnaire in order to gain information and feedback to the company. The questionnaire consists of question about the perception of customer towards the price of KPMNJ Boer Goats. The data that I will obtain are the analysis via the usage of manual coding and is then interpreted by using different types of illustrations. The types of illustrations used are tables, bar charts and graphs. There are three limitations that I will need to face upon completion of this research later in the future. Those are time limitations, respondent commitment and also human error.

Thus, the conclusion is that the research proposal will benefit many people and especially KPMNJ.

## TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
ABSTRACT	xi
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background of Organization	1
1.1.1 Organization Chart	3
1.2 Background of Study	5
1.3 Problem Statement	7
1.4 Research Questions	9
1.5 Research Objectives	9
1.6 Theoretical Framework	10
1.6.1 Independent Variables	11
1.6.2 Dependent Variables	11
1.7 Scope of Study	12
1.8 Significant of the Study	12
1.9 Limitations of the Study	13
1.10 Definition of Terms	15